How to move towards ethical and human-centric AI?

Presented by:

Meena Das at NamasteData

(namastedata.org)

Poll

Do you use AI in any form?

A. Yes
B. No
C. I don't know/Maybe

AI is something that

<mark>**everybody**</mark>* uses.

few care to talk about it.

fewer fully understand.

"Everybody" refers to those who are impacted by AI knowing or unknowingly.

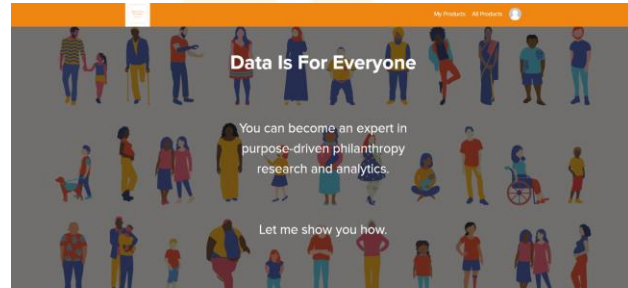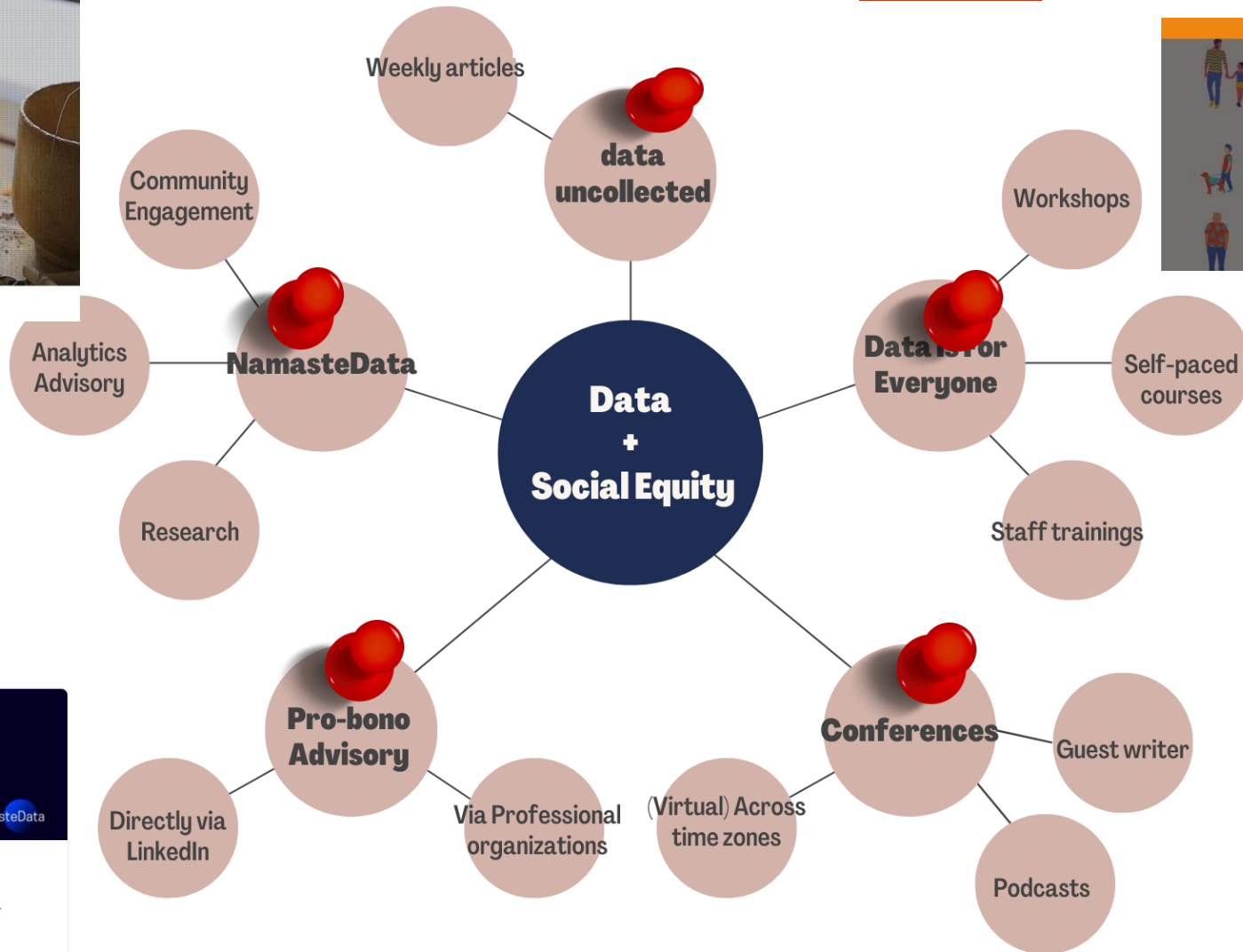afpglobal.org   twitter.com/afpihq   facebook.com/AFPFan   linkedin.com/companies/878282   instagram.com/afpihq

Land Acknowledgement

I respectfully acknowledge that I am fortunate to live, learn, and provide my services on the unceded territory of the Coast Salish Peoples, including the territories of the xʷməθkwəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and Səl̓ílwətaʔ/Selilwitulh (Tsleil-Waututh) Nations.

Where am I coming into this conversation?

- Storyteller
- Facilitator
- Explorer
- Learner
- ~~Cautiously optimistic~~
  Consciously optimistic

Experiential Learning

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My work

Data + Social Equity

- **NamasteData**
  - Community Engagement
  - Analytics Advisory
  - Research
- **data uncollected**
  - Weekly articles
- **Data Is For Everyone**
  - Workshops
  - Self-paced courses
  - Staff trainings
- **Pro-bono Advisory**
  - Directly via LinkedIn
  - Via Professional organizations
- **Conferences**
  - (Virtual) Across time zones
  - Guest writer
  - Podcasts

Meenakshi (Meena) Das
Founder & Philanthropy Analytics Consultant at NamasteData | I help organizations find the strategic value of their data | Mentor & volunteer for social justice issues
Vancouver, British Columbia, Canada · 500+ connections

Independent Consultant - www.namastedata.org
Websites

Join to Connect

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Question for You

**Let's do a
"How ready are we…" exercise.**

- Give yourself a point on each of the following statements that hold true for you
- Sum your points
- And share back your experience

1. I understand the data that we collect at my work(or, at least my team).

2. I am confident in me and my team's ability to manage and protect sensitive data.

3. We, at our work, review data policies and procedures to ensure compliance with data privacy regulations.

4. We employ strategies to ensure that the data we collect and analyze is representative and inclusive of the communities we serve.

5. I am confidant of how we collect data and then use to measure impact.

6. I am confidant of how we share back results of all data collection with our community.

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Poll

What is your score?

A. Got all 6
B. 4-5
C. 1-3
D. 0 (I have never thought of these things before)

By the end of the hour, I have ==one goal==:

to make you realize YOU do have the power to move up on those scores.

==You *can* move towards human-centric AI in your work.==

Our plan today:

A. Basics:

   i.   AI as it exists today

   ii. Why are we "centering community" in algorithms?

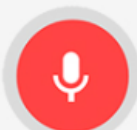   iii. So, the problem is?

   iv. What can *we* do?

B. Let's talk!

Where am I coming into this conversation?

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AI is already used in daily life.

ON YOUR SMARTPHONE...

Ok Google	Hey Siri	Hey Cortana		Translate .	Maps
What channel does GoT Air On?				Que voulez-vous dire...	Way from the airport to home
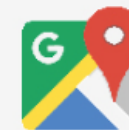
WHEN YOU'RE...

FB Moments	Shopping	Videos	Music	Email
Pics of you & I at Anna's party	Customers who bought This utem also ..	Other movies you might...	Recommened	Primary inbox, smart reply

MAKING BUSINESS HAPPEN...

Robo-advisor	Scoring Engine	Marketing & Advertising	Fraud Detection
Betterment	ETS	Albert frank.ai	PayPal
Your Investment Portfolio	Writing Proficiency	Brining it all together in Real-Time	Machine Learning at play

And this is how it looks like in nonprofits...

Increasing Major Gift using segmentation

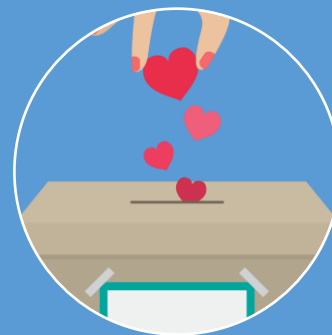*Who will be the next likely HNI donor?*

Donor engagement

Which donors are positively engaged for the next gala night invitations?

Task automation

Can I automate newsletter emails to my donors for future date?

Volunteer engagement

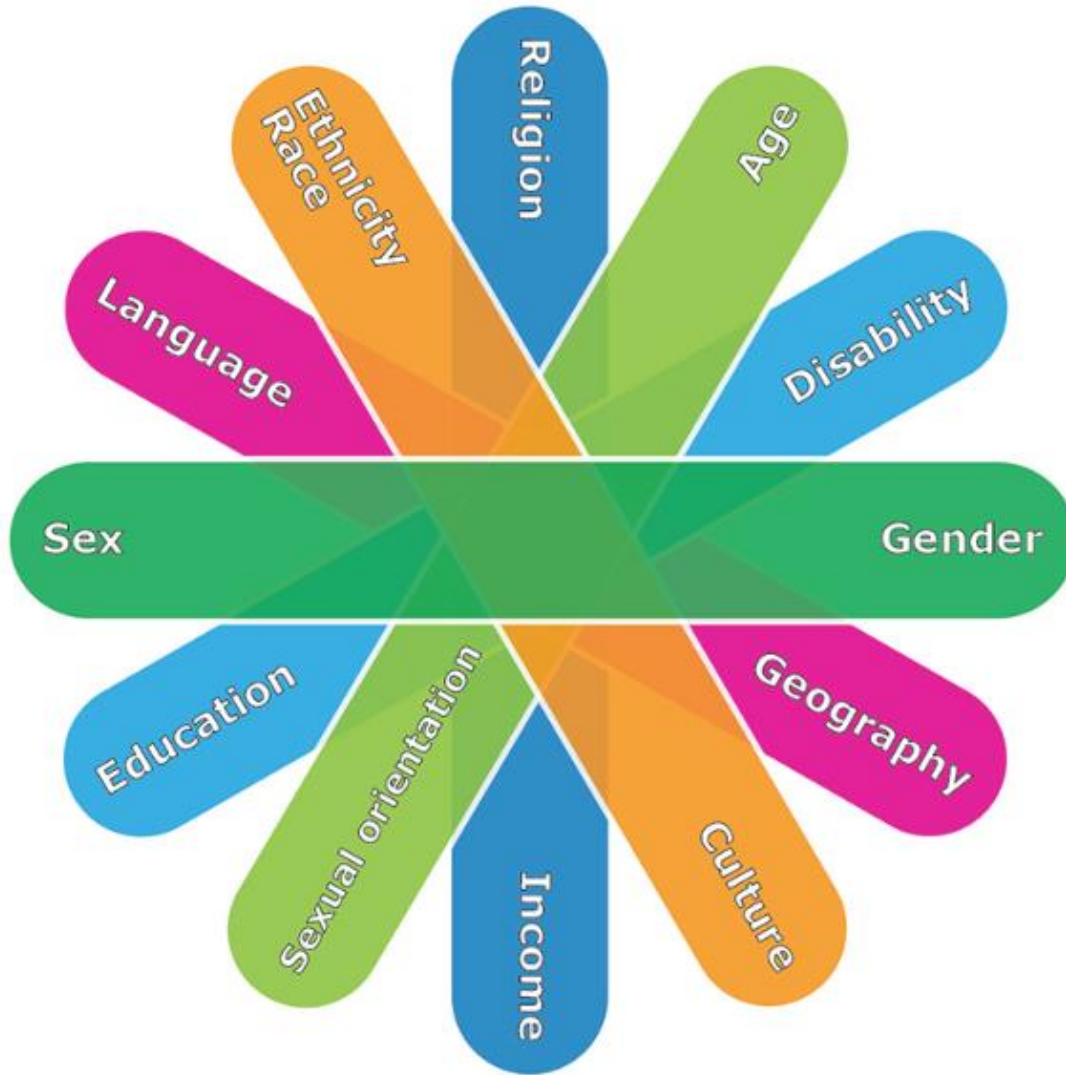*For the upcoming centennial campaign, which of my current volunteers could be invited for lunch and learn about campaign's engagement opportunities?*

Program delivery

Can I forecast which local food warehouses will be at lower than the minimum needed threshold for restocking?

13

Why are we centering *humans* in AI?

Let's talk about data for a minute.

Imagine the nuances with intersectionality at play...

e.g., algorithm to predict "good immigrants"

Example:

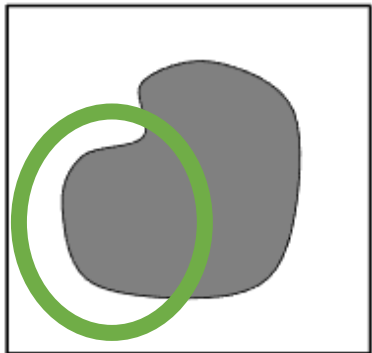## Whose voice are we centering?

15
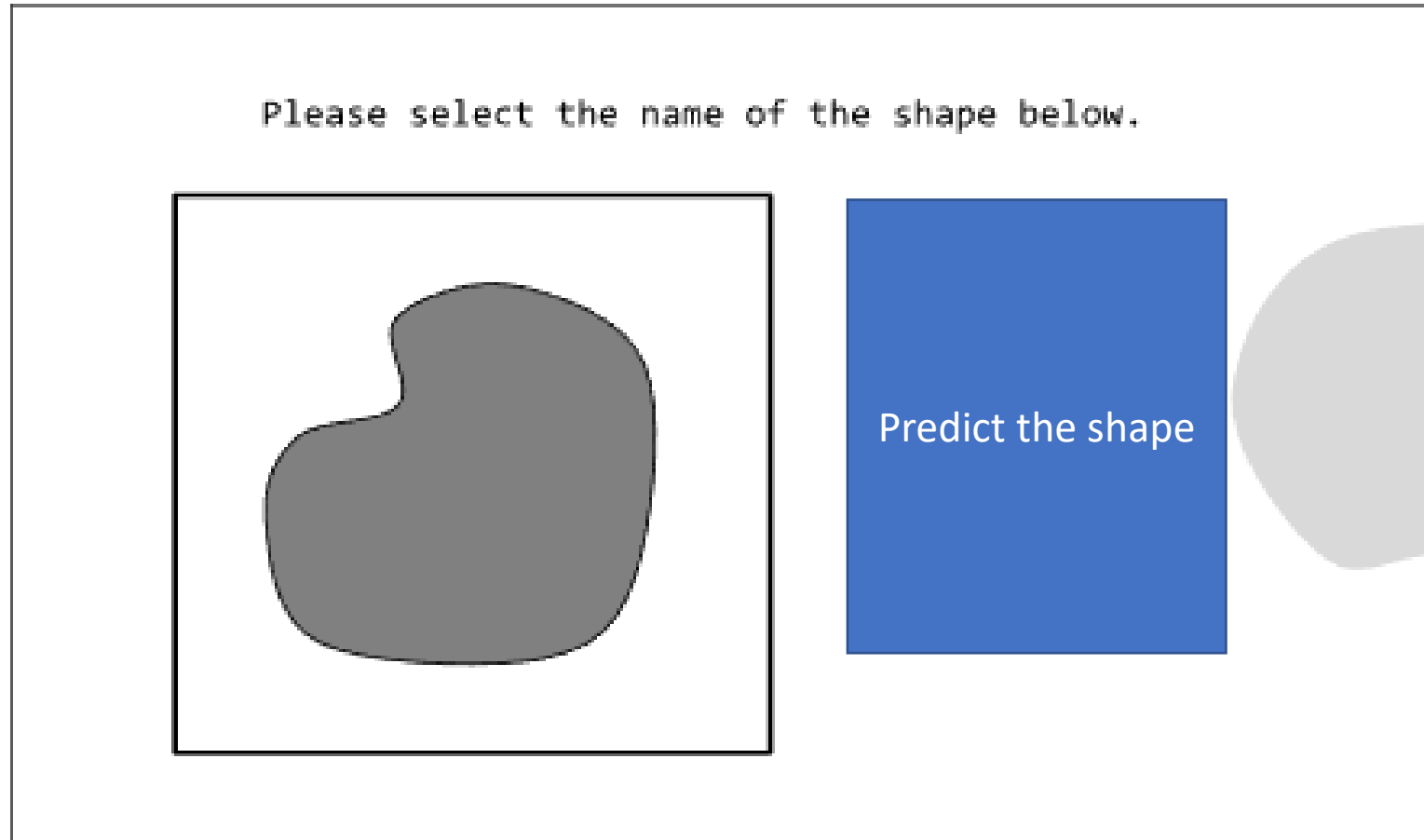
What are we feeding into our algorithms? Whose view is it?
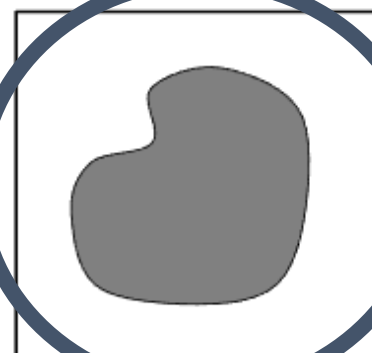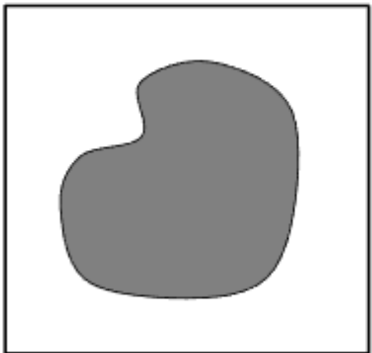
There are 3 views to say "all shapes are":
- **Circle, triangle and rectangle**
- **Round or pointy**
- **Small or big**

WHEEL OF POWER/PRIVILEGE

Adapted from ccrweb.ca

@sylviaduckworth

Examples of actors in designing an algorithm who come from different power/privilege:
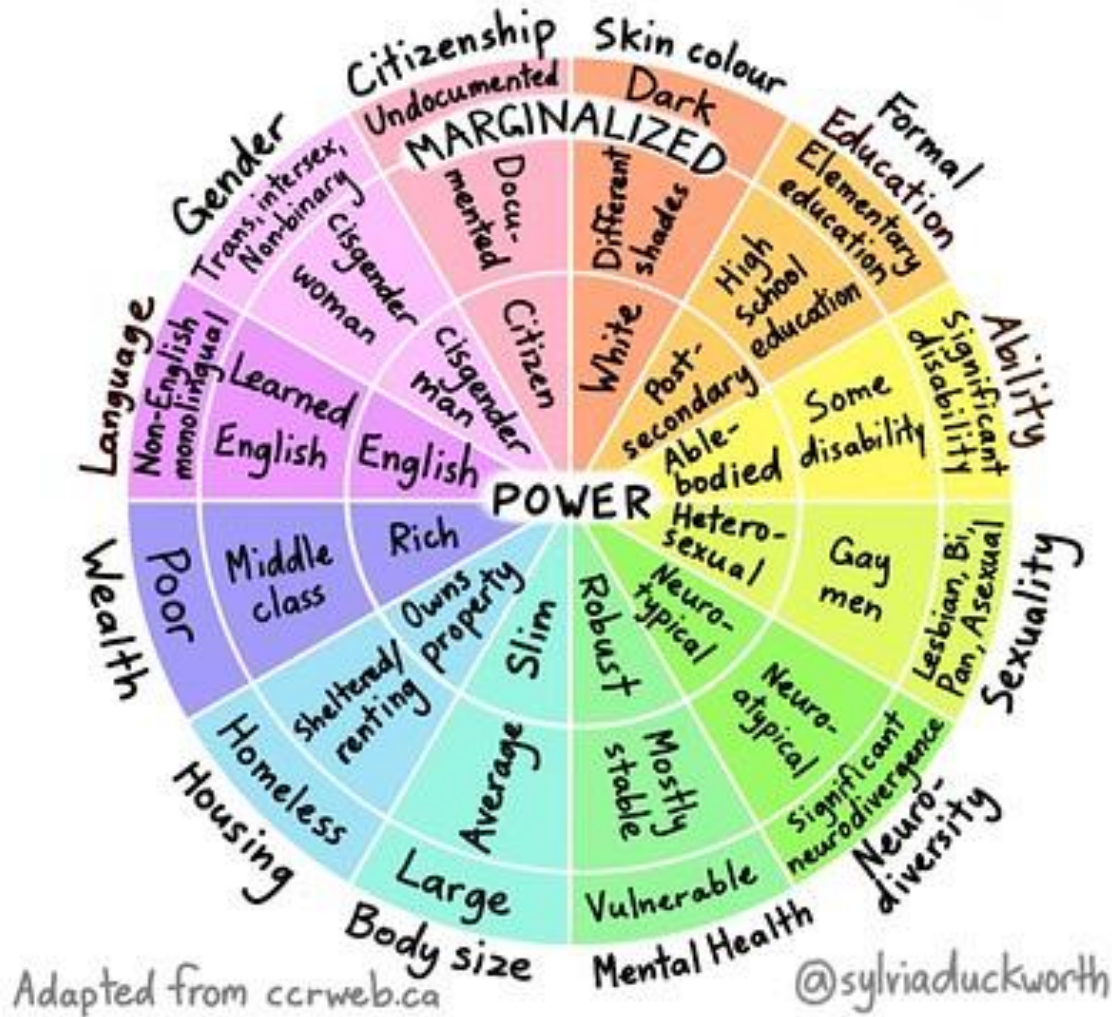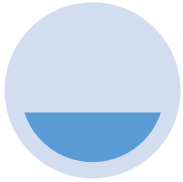
- Leadership
- Analysts
- Tech vendors
- End-users (e.g., fundraisers)
- External community

We need to center our community, so we don't miss essential voices that impacts and gets impacted through the algorithm directly.

So, where is the problem with AI?

Problem #1

new ways to sort, profile biased data that can lead to exclusion, tokenism, and discrimination.

Unintentional segmentation
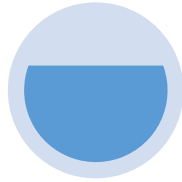
Problem #2

complexity, opacity, and proprietary nature of many AI systems mean that often we don't know things have gone wrong until after large number of people have been affected.

Lack of clarity in the design
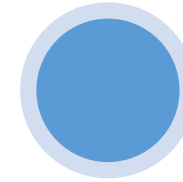
Problem #3

few people have the skills needed to interrogate and challenge these new automated and predictive systems.

Lack of knowledge and comfort

What can *you* do as a user?

Your AI solutions will fall somewhere here

| Internal (E.g., your staff) | Core Foundational System (Your nonprofit/organization) | External (E.g., your donors, subscribers, members etc.) |

Scale Impact, Save Time, Improve Dollar Value

What does our community need?

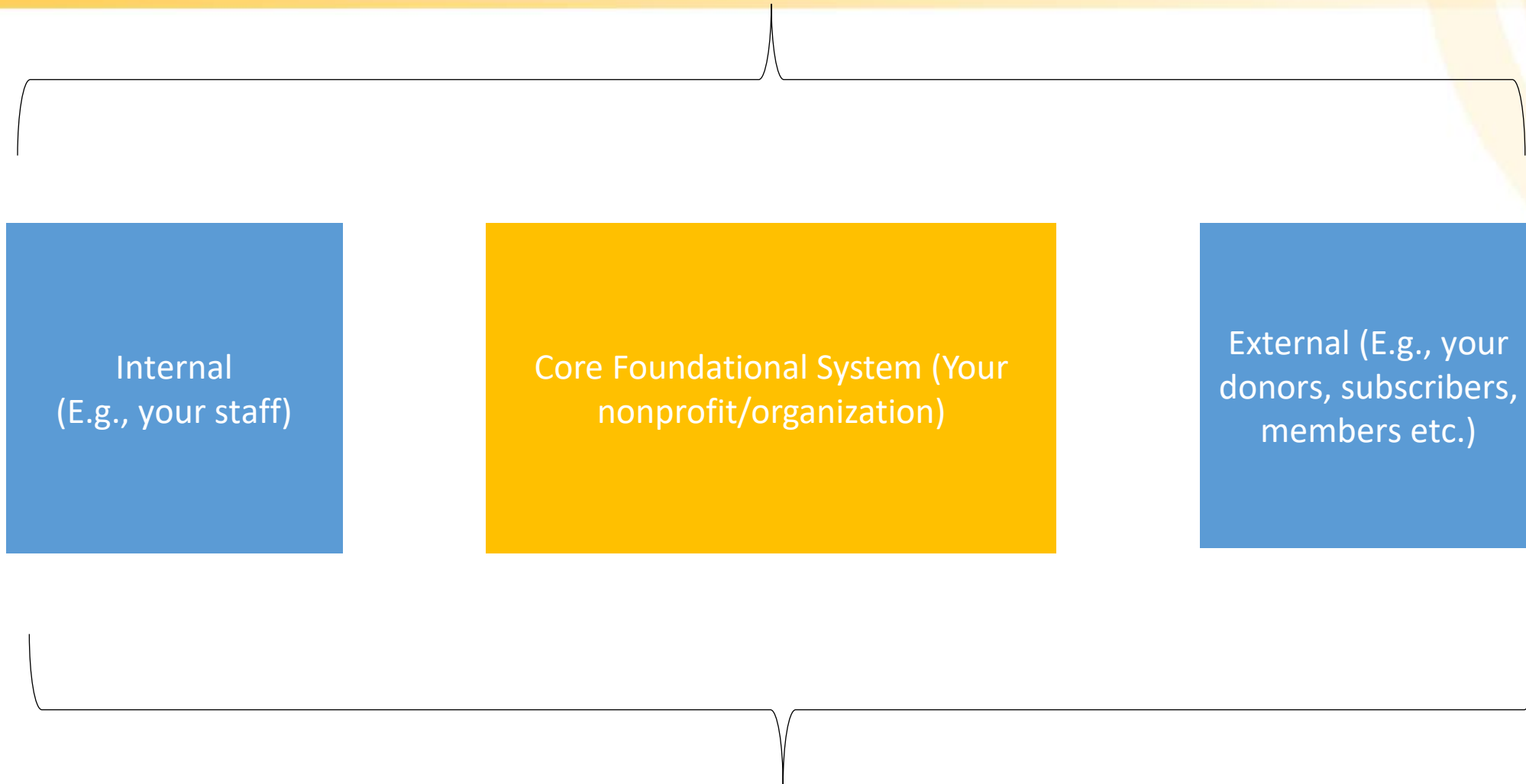*To find where you can bring AI*

Do we all understand our data?

To build comfort around engaging with AI algorithms

Before committing to an AI solution,
I want you to ask…

What will achieve from the outcome of bringing AI?

To find clear intention behind AI

(E.g., job loss fears)

How do we evaluate if the AI is working for us?

To find if your intentions and actions align with AI

How can we collectively do better with AI at our org?

To find how you can build true inclusion in the adoption and usage of AI

What kind of future do you want to live in?

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Let's wrap-up

By the end of this session, we promised:

- Why "towards human-centric"? Why now?
- AI as it exists today
- So, the problem is?
- What can we do?

What can you do now?

1. Unpack this session within your team and for yourself:
   - What is *your* role with algorithms in generating trust with your community?
   - What is *your team's* role with algorithms?

2. Reach out with questions, thoughts and ideas.

You can reach out to me…

On what?

Examples include:

- Individual mentorship for AI and data equity

- Create AI roadmap for nonprofit

- AI training for leadership and staff

- Support for AI vendor selection

How?

- **By Website:**

  - NamasteData: **www.namastedata.org**

  - Data Is For Everyone: **data-is-for-everyone**

  - Bi-weekly email newsletter: http://eepurl.com/h92c8f

- **By Workshop: Take *Towards Human-Centric AI* workshop:**

  https://data-is-for-everyone.teachable.com/p/workshop-towards-human-centric-ai

Links for you:

- Bi-weekly email series, "Dear Human" on data equity:
  http://eepurl.com/h92c8f

- LinkedIn newsletter, "data uncollected" – for the articles on AI, data, and ethics.
  https://www.linkedin.com/newsletters/data-uncollected-6887420258538405888/

- 3-hour Live Workshop: Towards Human-Centric AI:
  https://data-is-for-everyone.teachable.com/p/workshop-towards-human-centric-ai